

Message Text

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TO USDOC WASHDC

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AMCONSUL JOHANNESBURG

UNCLAS GABORONE 0900

EO 11652: N/A

TAGS: BEXP, BC

SUBJECT: OBR "MARKETING IN BOTSWANA"

REFERENCE: USDOC WASHDC 10176

1. EMBASSY DELIGHTED AT FURTHER EXAMPLE OF DOC SUPPORT FOR OUR COMMERCIAL PROGRAM. FOLLOWING ARE RESPONSE TO QUESTIONS REFTEL:

2. IMPORT PERMITS ARE REQUIRED. THESE ARE PROCURED BY THE BOTSWANA IMPORTER BRINGING IN GOODS AND ARE ISSUED BY DEPARTMENT OF CUSTOMS AND EXCISE. IMPORTER SUBMITS PROPER FORM WITH VERY SMALL FEE (R.25) STATING NATURE AND ORIGIN OF GOODS AND RECEIVES PERMIT. CURRENT CUSTOMS LAW WAS ENACTED IN 1970 AND IS BEING REVISED. CUSTOMS, EXCISE AND SALES DUTY REGULATIONS, DATED 18 MARCH 1974, BEING AIRPOUCHED TO MRS. SALLY MILLER, BIC/OIM/AF.

3. BOTSWANA WENT TO METRIC SYSTEM AS OF DECEMBER 1, 1974. ALL GOODS MUST BE IN METRIC SIZES. MANY GOODS MUST BE PACKAGED IN SPECIFIC QUANTITIES. IMPERIAL WEIGHTS AND MEASURES MAY NOT BE USED. 1973 SALE OF ARTICLES REGULATIONS DETAIL THESE REGULATIONS AND LISTS GOODS TO BE PACKAGED IN SPECIFIC QUANTITIES. COPY OF REGULATIONS ALSO BEING POUCHED TO MRS. MILLER.

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RM DIRECTOR OF CUSTOMS AND EXCISE IS SUBORDINATE TO THE
MINISTER OF FINANCE AND DEVELOPMENT PLANNING.

5. THE ONLY COMPANY THAT COULD BE DESCRIBED AS AN ADVERTISING
COMPANY IS ADMAP SERVICES (PTY.) LTD., P.O. BOX 630,
FRANCISTOWN.

6. THERE IS NO NATIONAL CHAMBER OF COMMERCE ALTHOUGH SOME
BUSINESSMEN ARE ATTEMPTING TO FORM ONE. CURRENTLY, THERE
ARE LOCAL CHAMBERS OF COMMERCE IN GABORONE, FRANCISTOWN, LOBATSE
AND SEROWE. THE ADDRESS OF THE GABORONE CHAMBER OF COMMERCE
IS P.O. BOX 273.

7. DISTRIBUTION NET CONSISTS OF BOTH SOUTH AFRICAN COMPANIES
DISTRIBUTING TO LOCAL OUTLETS AND BOTSWANA COMPANIES WHICH
IMPORT ON THEIR OWN ACCOUNT.

8. NO FIRMS HAVE TRUE COUNTRY-WIDE DISTRIBUTION. J. HASKINS
AND SONS HAVE OUTLETS IN GABORONE AND FRANCISTOWN WHILE JET
STORES (CLOTHING AND DRY GOODS RETAILERS) ARE IN GABORONE,
FRANCISTOWN AND LOBATSE.

9. THE BOTSWANA DAILY NEWS, THE COUNTRY'S ONLY NEWSPAPER,
CHARGES ONE RAND PER DAY (ABOUT DOLS 1.40) FOR 30 WORDS IN
COLUMNAR ADVERTISING. A DISPLAY ADVERTISEMENT IS TWO RAND
PER COLUMN INCH PER DAY. RADIO BOTSWANA HAS NO COMMERCIAL
ADVERTISING BUT MAY BE CONTEMPLATING IT.
BOLEN

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